|                         |  | (  |  | Fing Pring                            |  |   |
|-------------------------|--|--|--|---------------------------------------|--|---|
|                         |  |  |  | 100                                   |  |   |
| Err                     | 0  | 0  |  | ri, o                                 | 0  | 0                                       |
| Error<br>Definitio<br>n |  |  |  | esznin(dzirż<br>Klewir                |  |   |
| Comments                |  |  |  | 2 exz.                                |  |   |
| Time Stamp              | 2001/10/31<br>10:36                              | 2001/10/31<br>10:52  | 2001/10/31<br>14:50  | 2001/10/31                            | 2001/10/31<br>14:52  | 2001/10/31<br>14:52                     |
| DBs                     | blood USPAT;<br>?\$5 US-PGP<br>UB;<br>IBM<br>TDB | USPAT;<br>US-PGP<br>UB;<br>IBM<br>TDB  | USPAT;<br>US-PGP<br>UB;<br>IBM<br>TDB  | USPAT;<br>US-PGP<br>UB;<br>IBM<br>TDB | USPAT;<br>US-PGP<br>UB;<br>IBM<br>TDB  | USPAT;<br>US-PGP<br>) UB;<br>IBM<br>TDB |
| Search Text             | height<br>adverti?<br>on\$3                      | 8 AND ((target\$3 personali??\$4 optimi??\$4 customi??\$4) NEAR3 (adverti??\$5 promoti??\$2 coupon\$3 incentiv?\$4)) | 9 AND (identif?\$5 WITH (customer\$2 consumer\$2 shopper\$2 user\$2 buyer\$2 viewer\$2) WITH (physical weight height blood biometric)) | 15 AND @ad<19981021                   | (identif?\$5 WITH (customer\$2 consumer\$2 shopper\$2 user\$2 buyer\$2 viewer\$2) WITH (physical weight height blood biometric)) NOT 15 AND @ad<19981021 | le)                                     |
| Hits                    | 82991  | 659  | 21   | 15                                    | 662  | 39                                      |
| # 1                     | T.8  | 1.9  | 1.15   | 116                                   | 117  | 1.18                                    |
| Type                    | BRS  | BRS  | BRS  | BRS                                   | BRS  | BRS                                     |
|                         | н  | 2  | е  | 4                                     | <u></u> ഹ  | <b>o</b>                                |

261/22×160 10/31/2001, EAST Version: 1.02.0008

167:5640 horses